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MAKING THE STORE PAY BIGGER DIVIDENDS

MAKING THE STORY

P. 78

ROBERT DAVIDSON

JUL 13 1917

Making the Store Pay Bigger Dividends

Better lighting attracts
more trade. Better light-
ing at reduced cost
lowers your overhead.

You accomplish both of
these things by the



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HOLOPHANE GLASS COMPANY, Inc.

340 Madison Avenue, New York City

Works, Newark, Ohio



**This Store Increased Its Sales Fifty
Per Cent After Installing the Holophane
System of Illumination**

The arched entrance of the Hansen & Elrick store, one of San Francisco's leading haberdashers, is lighted by a Holophane Realite fitted with a 1000-watt type C lamp. Every detail of the display in the double-story window is brought out clearly by means of forty-four Holophane 983 Window Reflectors fitted with 100-watt type C lamps.

Good Lighting—and Its Effect on Sales



IN order to draw trade from his competitors and stimulate his own sales, the merchant of today employs a thousand-and-one devices to render his establishment more inviting. "Make your store attractive" is an unwritten law of modern merchandising that is exemplified on every hand.

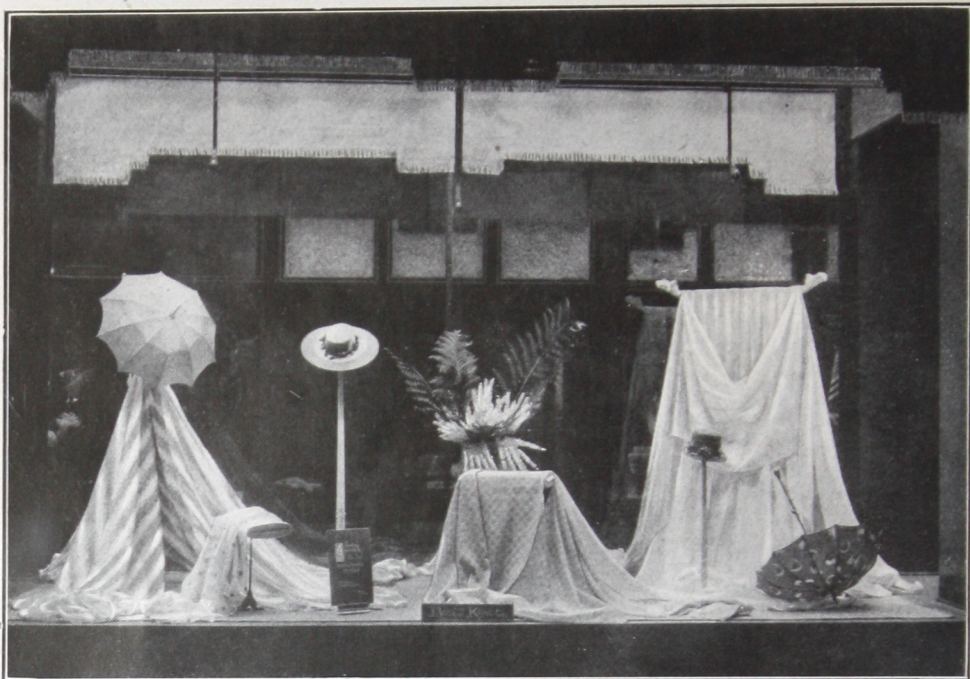
And foremost among those methods by which a store may be clothed with the atmosphere of refinement that tends to build up a bigger and more profitable clientele is Good Lighting. An adequate and pleasing system of illumination is just as instrumental in attracting and holding trade as up-to-date fixtures and tasteful furnishings.

Evidence that good lighting is a vital consideration with respect to the dividend-earning capacity of a store is furnished by the fact that leading stores delegate their lighting problems to illuminating engineers.

There are several ways by which you can make your store a store of Good Lighting, but for the highest lighting efficiency at the most economical installation and operating cost, we say to you—use the Holophane System.

No other lighting units on the market are equal in efficiency to Holophane units, because Holophane units alone, due to their scientific prismatic construction, accurately control the direction and diffusion of the light. Moreover, Holophane units, by utilizing all of the light to the best advantage, reduce current consumption to a minimum.

In a word, Holophane units furnish light of the right quality—where you want it—at the lowest possible cost.



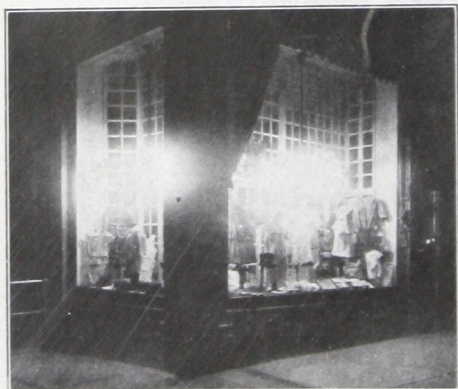
A Window of the Block & Kuhl Department Store, Peoria, Ill., lighted with Holophane 983 Window Reflectors. Note the even illumination and absence of glare.

Window Lighting

When you consider the time, labor and money expended by many merchants in dressing their windows, it would seem a short-sighted policy not to follow up this effort by proper illumination. An attractive display, secured at the expense of a high-salaried window trimmer, is largely discounted by poor lighting, while on the other hand its value is immensely enhanced by proper illumination.

The inconsistency of poor window lighting is illustrated even more forcefully

In this poorly lighted window the blinding glare makes it almost impossible to see the goods.



by the obvious fact that the windows of the average store occupy a considerable part of the area of the store itself. Inasmuch as you are paying a high rental for this big frontage and window depth, you must, in order to reap full returns from your investment, make your windows work at highest efficiency, by showing the goods to the best possible advantage during the evening hours as well as during the daytime. A well lighted window is an advertising medium of the highest order, and one which brings direct returns.

To be properly lighted a window must have (1) sufficient illumination, and (2) illumination without glare.

The Evils of Too Little Light

Very little need be said on this score. It is obvious that nothing detracts quite so much from the appearance of a store as a dimly lighted window. Goods that are not worthy of adequate illumination cannot hope to command the respect of the prospective customer. When goods are not easily seen the advertising value of the window is lost.

Light Without Glare

As against the window that is insufficiently lighted we have the window that contains an unnecessary number of exposed high-power lamps which

dazzle the eye of the would-be customer and drive him away by their excessive brilliance.

The two photographic illustrations on page 4 are excellent examples of good and poor window lighting. To make the point more clear study these two diagrams:

Figure 1 shows a window that is literally deluged with light. Probably half as much light would be ample to illuminate this display if it were properly directed.

The lamps, placed in shallow reflectors and hung too low, waste half of their light on the street, instead of directing it all upon the display, where it

belongs. If merchants could check up this sort of lighting inefficiency, the same as they check up other losses, the number of poorly lighted windows would very soon become a very small minority.

Furthermore, units such as are described above defeat the entire end and aim of illumination, which is to attract the prospective customer, whereas, by their blinding glare, they have a direct tendency to repel.

Figure 2 shows how the rays from the light source are directed *on the goods* by means of a Holophane Window Reflector. With this reflector you put the light where you want it, and in that way get the benefit of *all* the light. No current is wasted. You pay for the lighting of your *windows*, *not* for the lighting of the *sidewalk*!

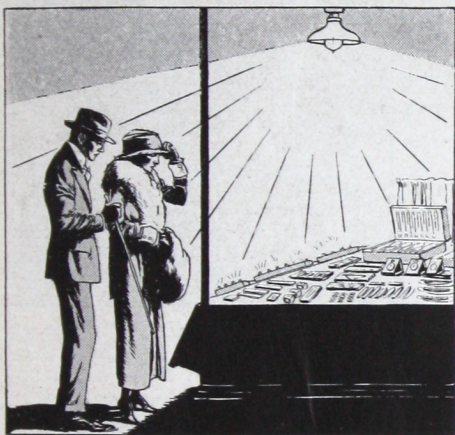
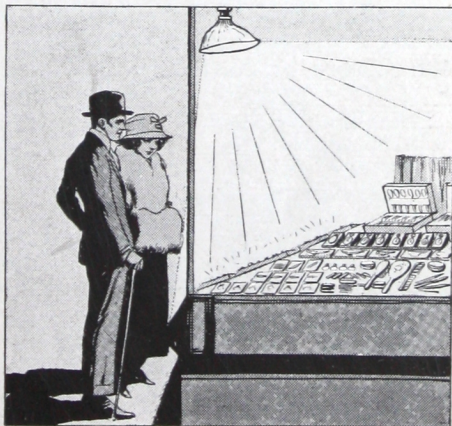
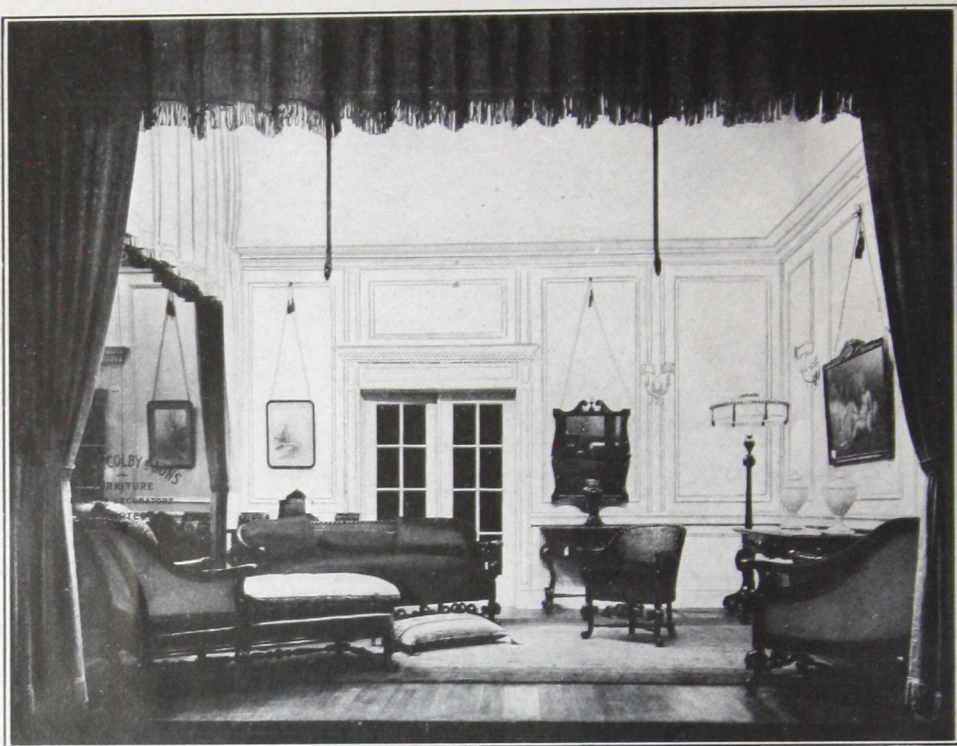


Figure 1

Figure 2





The soft, even illumination made possible by Holophane Window Reflectors is illustrated by this well lighted trim of Colby & Sons, Chicago

Advantages of Holophane Window-Lighting Units

For lighting the average store window there is no unit which so satisfactorily meets all requirements as the Holophane Reflector No. 983, shown herewith. The popularity of this highly efficient unit is universal, the number in use running into the hundreds of thousands. The chief feature of No. 983 is its adaptability—it may be used with equally satisfactory results for illuminating a window trim that features dress models or jewelry—cigars or groceries—hardware or stationery. Wherever correctly installed, the effect is the same—illumination of agreeable quality and adequate intensity distributed in a manner to display goods to the best advantage.

Holophane Window Reflector No. 983.
Diameter $10\frac{3}{8}$ in.



The scientific construction of the prisms, together with the shape of the reflector (slightly pointed instead of circular) serves to throw the light downward and toward the rear of the window, insuring the desired spread to the farthest trim.

No. 983 Reflector is designed for use with the 75- or 100-watt type C lamp, the arrangement of its prisms being such as to secure the greatest illuminating value. The



Store of Henry Lohsen & Co., New York City. This first-prize window on the Sixth Avenue "Model Lighting Block," is lighted with Holophane 922 Reflectors.

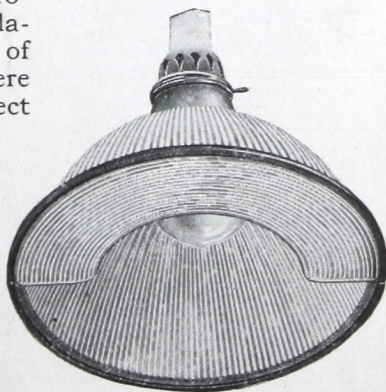
conservation of light made possible enables you to get more and better illumination for the same amount of current you have been using, or gives you an equal volume of illumination at a saving of current.

Fitted with the type C-2 Daylight lamp No. 983 shows goods in their true colors, producing an effect which closely rivals daylight, thereby greatly enhancing the beauty of the display.

For windows of the "island" and open back types, very shallow or corner windows and windows in which the rays from the lamp are likely to strike the eye, we have designed a special type of window reflector, No. 922, fitted with a shield, which effectively protects the eye from the glare of the lamp filament. Even when placed close to the front of extremely shallow windows, in a position where the observer would ordinarily receive the direct rays of the lamp, the shield serves as a protection.

Instead of wasting the illumination by cutting it off, as would be the case with an opaque shield, the shield used in No. 922 Reflector, being of prismatic velvet finish glass, gives higher intensity by redirecting the rays. No. 922 is intended for use with type C or type C-2 Daylight lamp, 100 watts.

Holophane Window Reflector No. 922.
Diameter 9 in.





Windows of the Riker-Hegeman Drug Store, Pittsburgh, Pa., lighted with No. 983 I

Ideal for Transparency Lighting

The growing popularity of the Transparency in window lighting has created a demand for a lighting unit which will provide adequate illumination for that type of night display. No other units meet the requirements of transparency lighting so well as Holophane Window Reflectors. Being of crystal glass they permit the diffusion of enough light in an upward direction to illuminate the deepest transparency, and at the same time their prismatic construction insures even distribution of light over the entire surface. This is a very important factor, as inferior lighting units throw the light against the transparency in spots, rendering the lettering difficult to read.

Figure 3

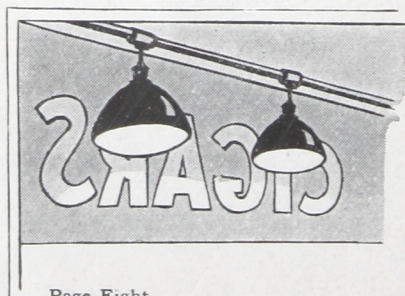


Figure 3 shows what happens when a transparency is lighted with any kind of opaque reflector. The upper part of the lettering in such cases is usually thrown into semi-shadow, while the lower section is brilliantly lighted. Seen from the outside the effect is far from pleasing to the eye, with a corresponding loss in advertising value.

For shallow windows with particularly high ceilings we recommend



ne Reflectors. A splendid example of the efficiency of the 983 for transparency lighting.

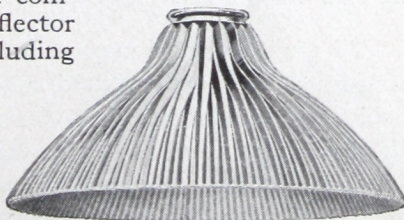
Holophane Window Reflector 963, illustrated below. This unit, under the number 8300, is also made with crimped edge. Nos. 963 and 8300 are so shaped that even at a considerable height the light rays are confined within the window.

Why Holophane Units Save Your Money

Holophane units cut your lighting bills because they utilize all the light from the light source by confining it to the desired area. Hence fewer lamps need be installed than would be necessary with reflectors that waste the light on the ceiling, sidewalk, etc. Not only does this mean a reduction in cost of installation but in current as well—and this saving is continuous.

In most instances Holophane units are actually lower in price than other units that do not compare with them in efficiency. Holophane Reflector No. 983, for example, can be installed, including lamp and holder, at about the same price you would have to pay for the best mirrored reflector *without* lamp and holder. Moreover, mirrored reflectors deteriorate from the intense heat caused by type C lamps, against which Holophane units are immune.

Holophane Window
Reflector No. 963.
Diameter 10 1/2 in.



Lighting the Interior of the Store Properly



THE arguments which hold good with regard to Window Lighting apply with equal force to the Interior Illumination of the store. The character of a store is judged by its lighting. Harsh, glaring lights suggest cheapness, while lights which shed a mellow glow carry with them a suggestion of elegance and good taste. Good lighting means prestige—and prestige means more business.

A surprisingly large number of stores, even in these advanced times, are poorly lighted. This is in great measure because merchants do not always fully realize the importance of good lighting, and partly because, even though they may realize it, they do not always know the difference between good and poor lighting.

To decide on your store fixtures or your interior decoration is largely a matter of taste, but lighting is different. It is an intangible thing. You instal a certain lighting fixture because you consider it artistic but you do not know whether that fixture will give you the illumination you ought to have. Just because a fixture may happen to be attractive is no indication that it is efficient. Lighting is a science. To light your store well you must light it by a system founded on a solid scientific basis—and that is precisely what you do when you light it by the Holophane System. Every unit has been worked out to its present state of high efficiency by a careful study of certain fundamental principles.

It is well to bear in mind that mere illuminating power does not constitute good lighting. To be efficient, lighting must be evenly distributed over the entire area to be illuminated, otherwise it will cause spottiness, i. e., patches of light that are unduly bright, with corresponding patches of shadow. Most important of all is the necessity of directing the light on the working plane. You want your light where you need it—not spread wastefully over the ceiling and walls, but on the goods. And—you want it to be economical. No lighting system can be accounted successful which gives you good lighting at an excessive cost for current.

The Most Light for the Least Money

To secure a maximum amount of illumination for every watt of current consumed we have designed a lighting unit known as the Holophane Super-efficiency Reflector. This unit, pictured opposite, is especially adapted to the new type C incandescent lamp, its prismatic construction being such as to gather the rays from the concentrated light source of that brilliant lamp and evenly distribute them over the desired plane.

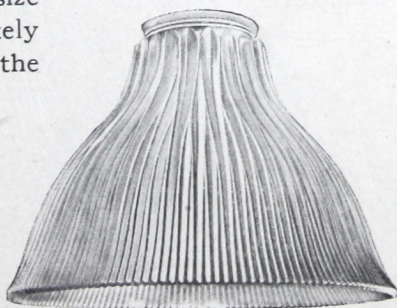


An excellent example of evenly distributed lighting. Rug Department of McCree's Department Store, Pittsburgh, Pa., lighted by Holophane Super-ficiency 200-watt Reflectors.

The fine velvet finish on the inside surface of the Super-ficiency Reflector aids still further in the diffusion of the light. At the same time the depth of the unit, completely covering the lamp, serves to protect the eye from the direct rays of the lamp.

Super-ficiency Reflectors are made in two types, "Intensive," meaning that the diffused rays are confined within a comparatively narrow angle, and "Extensive," in which they are spread over a broader area. Both types are made in several sizes, to meet individual requirements, but irrespective of size or type, Super-ficiency Reflectors are absolutely the most economical units in existence where the object is to get a maximum of thoroughly diffused light. In an interior lighted with Super-ficiency Reflectors you realize that the illumination is of an unusually soft and pleasing quality without being conscious of the light source. The *quantity* of light is there *without the glare*.

Holophane Super-ficiency Reflectors.
Diameter $8\frac{1}{8}$ to $14\frac{3}{4}$ in.
For type C lamps,
75 to 500 watts.



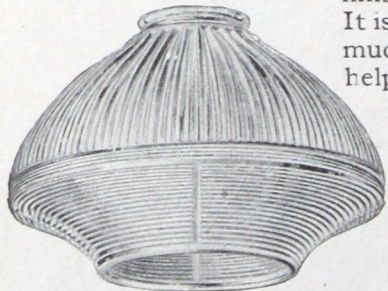


Furniture Department of Block & Kuhl Department Store, Peoria, Ill., showing illumination of a non-glaring quality by Holophane Reflector-Refractors No. 2120.

Holophane Reflector-Refractors

Where uniform illumination over a large area is desired, at the lowest possible cost, no decorative lighting unit approaches the Holophane Reflector-Refractor. This unit, as its name suggests, is made in two sections, an upper, or reflector section, which reflects the light downwardly through the opening in the lower, or refractor section, and also against the walls of the refractor. The rays which strike the refractor are redirected downwardly and out-

Holophane Reflector-Refractor 2110 and 2120. Diameter $7\frac{1}{2}$ and $9\frac{1}{2}$ in. respectively. For type C lamps, 75 to 200 watts.



wardly with the maximum efficiency, at an angle of forty-five degrees.

As in the case of the Super-ficiency Reflector just described, the Reflector-Refractor is velvet finished inside to render the diffusion more perfect. It is a peculiar quality of this velvet finish—which is much finer in texture than ordinary etching—that it helps materially to soften the light without appreciably injuring its illuminating power. This feature, together with the unequalled diffusing power of Holophane prismatic construction, gives you a soft light without recourse to such dimming devices as opal glass and similar mediums, which often reduce the lighting efficiency of the unit as



Here again, in the Men's Clothing Department of the Lynch Department Store, Springfield, Mass., Holograph No. 2120 Reflector-Refractors demonstrate their efficiency.

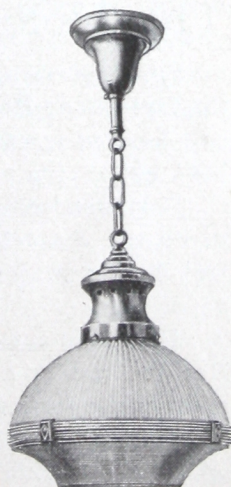
much as thirty per cent. Where such wasteful units are used it of course becomes necessary to *add more or larger units* in order to obtain a given amount of illumination. The economy of Holograph units is obvious.

For interiors with high ceilings, or for interiors which by their size demand a larger unit for the sake of appearance, we recommend Reflector-Refractor No. 02730 shown below. In all essentials this unit, which is No. 2130 with complete fixture, is identical with 2110 and 2120, illustrated on the opposite page, except that the latter are composed of two sections fused into one piece, while the 2130 is a two-piece unit held together mechanically by decorative metal clamps.

When fitted with the 300-watt C-2 "Daylight" (blue bulb) lamp, 2130 throws a light that approximates more closely the quality of daylight than any other form of artificial illumination. In the rays of this light, goods such as rugs, carpets, draperies and silks are shown practically in their true colors.

By reason of the size of the opening in the lower section of all Reflector-Refractors, ample ventilation is afforded. The aperture also permits easy lamp renewal by unskilled store help, without the

Holograph Reflector-Refractor Unit No. 02730. Diameter 12 $\frac{1}{4}$ in. For type C lamps, 200, 300 and 400 watts.





Economical illumination for the Powers Department Store, Minneapolis, Minn., is furnished by Holophane Realites.

usual breakage. On account of the slanting wall construction and the position of the opening, in the lower section, there is little chance for the accumulation of dust and insects, which so often causes a loss of efficiency in other units of the enclosing type. Such accumulations are also very unsightly and tend to give the glassware an ordinary appearance.

The Holophane Realite

From the standpoint of efficiency and good looks, the Holophane Realite, a lighting unit of great power and beauty, is easily the premier of "totally-enclosing" units.

This handsome unit is designed for stores in which the character of the interior decoration calls for illuminating glassware of more pretentious appearance.

The clean-cut design and beautiful lines of the Realite lend it a dignity which renders it highly appropriate for installations in which elegance is the keynote. It also meets the demand for a large unit which will provide variety in the scheme of decoration.

Holophane Realite.
Diameter 10 to 16 in.
Well ventilated to accommodate type C lamps 100 to 1000 watts.





A Realite installation in the show room of Wm. E. Weiner, Jr.,
New York silk importer.

The Realite is made in two sections, held together by a strong metal band. The upper section of the Realite, which is made of prismatic glass closely resembling genuine cut glass, reflects the light to the lower bowl, whence it is broadly diffused. But, as in the case of all other Holophane units, the Realite does more than merely diffuse the illumination, it redirects most of the available light downward and distributes it on the working plane. There is all the difference in the world between an ordinary lighting unit and the Realite, for while the former may diffuse the light, the Realite goes a step further by diffusing it in the directions where it is needed. Moreover, although a unit may diffuse the light so thoroughly as to eliminate glare, unless it is scientifically designed, it will absorb the light to a highly wasteful extent. The Realite, due to its scientific construction, kills the glare without appreciably diminishing the intensity of the illumination. It is the only totally enclosing unit which accurately redirects non-glaring illumination on the plane where it is wanted, without wasteful absorption of light.

Realites are made in sizes from 10 inches to 16 inches in diameter, with velvet finish reflector and satin finish bowl. They are adapted for use with type C lamps from 100 to 1000 watts.

The Holophane Decolite

This attractive lighting unit, which is furnished in many styles, is appropriate for Tea Rooms, Waiting Rooms, Restaurants, Optical Parlors, Upholstery and Furnishing Departments, "Model House" Interiors and other special uses which come within the sphere of interior decoration.

The Decolite is totally unlike other units of similar appearance, as the design is not in the glass but is formed by inserting a piece of fabric between the two bowls of which it is composed. By selecting a fabric that harmonizes with the furnishings you can make the illumination an intimate part of the decorative scheme.

Due to the scientific construction of the inner bowl, seventy-five per cent. of the light is thrown to the ceiling, whence it is diffused over a wide area, producing a light of great power yet of soft and pleasing quality.

Special Installations

In addition to the installations described in the foregoing pages, the Holophane System of Illumination embraces lighting units and arrangements of units adapted to the proper lighting of Art Galleries, Elevators, Entrances, Rug Racks, etc.

The services of our Engineering Department are at your disposal on all matters pertaining to Illumination, without cost or obligation for preliminary plans and suggestions.

A Word About Fixtures

The Holophane System of Illumination consists of a series of scientifically designed glass units, and does not include metal fixtures. The selection of appropriate chains, canopies, etc., is a matter of individual taste, but for the convenience of our customers we furnish certain types of fixtures with various Holophane units, descriptions of which will be gladly furnished on request.



Decolite No. 07050.
Diameter 14 in. Clear or
velvet finish glass.



Decolite No. 07362.
Diameter 13 $\frac{3}{4}$ in. Clear bowl,
satin finish rim.



Decolite No. 07030.
Diameter 10 in. Clear or
velvet finish glass.

Holophane Glass Company, Inc.
340 Madison Avenue, New York

